

Name: _____ Period: _____ Due Date: _____
Sports Marketing Standard Seven Individual Marketing Plan
Your Event: _____ Potential Sponsor: _____

In any sports or entertainment event, the backbone is a complete and specific marketing plan. These plans are used daily by marketers to plan, promote, sponsor, organize, manage and evaluate the components of the event. This performance competency will be a complete summary of this semester's information and will outline a sports marketing event of your own. You will need to complete the following to produce your marketing plan, including a promotion plan and sponsorship proposal.

If you will pay attention to the details, this will be a great activity!

The following components MUST be included in your marketing plan:

Use the following to help you to format the technical writing of your marketing plan.

- ⊙ Event Overview & Introduction
 - The TWO-BALL competition is a basketball based event, played by teams of two and won by...
 - The TWO-BALL event will be located... TWO-BALL will be run during... TWO-BALL will appeal to...
- ⊙ Situation Analysis
 - In the past TWO-BALL has been run and had ____ success.
 - TWO-BALL has had an average of ____ participants... This year's participation is expected to be...
- ⊙ Target Market Identification
 - The students drawn to TWO-BALL will be... Spectators will participate/view by...
 - The student body is comprised of... [male, female, grades, interests, activities, ...]
 - Geographic Segmentation: Demographic Segmentation: Psychographic Segmentation:
- ⊙ Event Goals
 - The TWO-BALL competition's success will be based on...
 - The cost to students to participate is _____ (individual/team/multi) and will include...
 - Participation measurements will focus on... Spectator measurements will be done by...
 - Setup Goals are... Game Day Goals are... Sponsorship Goals are... Promotion Goals are...
 - Goals will be measured by... (specific measurement)
- ⊙ Event Strategies
 - TWO-BALL will be promoted by...
 - Include a promotion plan using at least three methods of promotion.
 - Format using provided promotion plan outlines including sponsor recognition.
 - TWO-BALL will have the following sponsorship opportunities:
 - Include a usable Sponsorship Proposal. Include sponsorship levels, pricing, exchanges.
- ⊙ Implementation Plan
 - The TWO-BALL competition will be setup using the following schedule...
 - Calendaring is by Event Day (i.e. Event -3 days, Event -2 days, Event Day 1, Event Day 2)
 - TWO-BALL will require the following supplies... with a total startup cost of... (list vendors/suppliers)
 - A list of supplies, prices, vendors/suppliers will be needed with ACCURATE PRICING!
 - Rules of play for TWO-BALL will be... Participants will sign up... Scoring will be done by...
 - Winners of TWO-BALL will be determined by... Winners will be awarded...
 - Sponsors will be recognized at the event by... (from promotion plan & sponsorship proposal)
 - Safety concerns for TWO-BALL are... These concerns will be dealt with by...
- ⊙ Evaluation Methods and Plan
 - The TWO-BALL competition participation will be measured by...
 - Success of the event is dependant on... Each lunch, participation is forecasted at...
- ⊙ Executive Summary – this will be the FIRST section of the plan, but written last.
 - The TWO-BALL competition Executive Summary is an overview of the event. This is a general overview of the event, similar to the introduction but which includes a reason to implement the event and a call for funding for setup, promotion, and sponsorship acquisition. It is important that YOU write and develop an effective Executive Summary to serve as a "first impression" for your event.

LENGTH & COMPLEXITY OF YOUR EVENT COMPONENTS:

Each section of your marketing plan needs to be long enough and specific enough that another student could follow your instructions and implement the event. Vague instructions or poor planning is not acceptable in a marketing plan. This is also applicable for your promotion plans and your sponsorship proposal.

The following are optional components that may be included:

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|-------------------|---------------------------------|
| ⊙ Scheduling | ⊙ Sales Strategy |
| ⊙ Season Summary | ⊙ Season Promotions |
| ⊙ Season Preview | ⊙ Game By Game Promotions |
| ⊙ Ticketing Goals | ⊙ Price Promotions/Theme Nights |